

**Actively contributing to the completion of current and
initiation of new consensus team efforts**

LEADER:

D

COMM

PM3001300375

Discussing our scientific consensus positions with
Sc. / p.h. Community to establish mutual

LEADER: understanding

~~Leah Dempsey~~

COMM

①

P

Consensus on
health effects
of PAH

①

Lead: Dempsey

P

Organize Symposium
~~Conference~~
with external Sc. orgs.
~~health effects of~~
on "Role of PAH in c7."
PAH Smoke related health

... ①

P

Consensus on
health effects of
TSNAs

①

Lead: Triche

Leader. Schlage

P

Actively contributing to the completion of a scientific consensus and strategy regarding ETS exposure and health effects

LEADER: Sanders

(1)

COMM

PM3001300377

Directions for
how a smoker
should use a
given product



Group 3

"Scientific
Consensus"
for guidance

Contributing to the PM USA Internet website on harm reduction, acceptability evaluation and S&H

LEADER: *Sanders*

COMM

①

7

*Content on
health effects of
catholics*

Leads: Oey

①

**Sharing our data, knowledge and communication
plans with internal stakeholders**

LEADER: *Lau*

COMM



**Clearly defining and establishing our relationships
with internal stakeholders such as RD&E PMI,
Corporate Affairs, Legal/Regulatory Affairs**

LEADER:

COMM

PM3001300381

Group 1

"Internal
Comm."

**Defining success criteria for our communications and
establishing a tracking process for our progress
during 2001-2002**

LEADER: *Walke*

COMM

*With Sc./p.h.
Community*



Address the concept of independent testing of PREPs

LEADER:

3

COMM

PM3001300384

Participating in scientific societies' activities

LEADER:

3

COMM

PM3001300385

A
Considering every opportunity to give presentations
on assays, designs, methods, results re

LEADER:

Walt

PREP to sc. comm. / p.h.
comm., regulators

COMM

①

Group 2

"Publications"

P
Developing additional resources and actively
contributing to the publication of our results in peer-
reviewed journals or at credible scientific conferences

LEADER: ~~Laure~~
Lau

assays, designs,
methods and

COMM

Portfolio, Writer, PPP, manus. Committees
(position)
+ contracts

①

P
Initiating or contributing to scientific conferences that
increase the knowledge base for harm-reduction
guidance and assessment

LEADER: *Zhang*

COMM

①

**Providing communication-trained technical experts to
communicate to regulatory/health associated bodies**

LEADER:

②

COMM

**Developing plans to make our white papers available
to interested stakeholders worldwide**

LEADER:

②

COMM

Using the internal website to post long-lasting critical information

③

LEADER:

COMM

(a)
Establishing a team to develop and track
communication plans for our potentially exposure-
reduced product (SCoR and EHCSS) for 2001-2003

(a) WSA and beyond

LEADER:

WALK

Koller (SCoR)

Elvén (EHCSS)

COMM



Goal

"Super"
priority
COMMUNICATION